

ORDER

Orders
Order / Rev: 1314481
Alt Order #: 08417846
Product Desc: CERETTO ST ASSEMBLY
Estimate:
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/17/16 / 10/17/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mark Guma Communications/ POL
Buying Contact:
Billing Contact:
 211 West 107th Street
 New York, NY 10025

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ceretto for State Assembly / POL
Demographic: A35+
Product Codes: PL-State House Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107679
Agency External ID: 29260AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	57	\$30,095.00	\$25,580.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	57	\$30,095.00	\$25,580.75	0.00
Totals	57	\$30,095.00	\$25,580.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	34%	\$30,095.00
Market	100%	\$88,514.71

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	32%	\$28,324.71
WKBW	22%	\$19,473.24
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	12%	\$10,621.76

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/18/16	10/24/16	Today Show Today Show	CM	Today Show	MTWTF--	:30	5	\$660.00	P02-F	0.00	NM	5	\$3,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
		Week: 10/18/16	10/24/16	MTWTF--		5				\$660.00			0.00		
E 2	WGRZ	10/22/16	10/22/16		CM	7a-9a	-----S-	:30	1	\$405.00	P02-F	0.00	NM	1	\$405.00

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 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show Sa											
				NBC Today Show (Sa)											
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/23/16	-----S-						1	\$405.00		0.00			
E 3	WGRZ	10/23/16	10/23/16	Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$210.00	P03-F	0.00	NM	1	\$210.00
				Local News @ 630a Su											
EARLY DAYBREAK SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/23/16	-----S						1	\$210.00		0.00			
E 4	WGRZ	10/18/16	10/24/16	Today Show 2	CM	9-10a	MTWTF--	:30	3	\$225.00	P03-F	0.00	NM	3	\$675.00
				Today Show 2	(9:00 AM-10:00 AM)										
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$225.00		0.00			
E 5	WGRZ	10/18/16	10/24/16	Today Show 3	CM	10-11a	MTWTF--	:30	3	\$185.00	P03-F	0.00	NM	3	\$555.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$185.00		0.00			
E 6	WGRZ	10/18/16	10/24/16	Days of Our Lives	CM	1p-2p	MTWTF--	:30	3	\$175.00	P03-F	0.00	NM	3	\$525.00
				Days of Our Lives	(1:00 PM-2:00 PM)										
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$175.00		0.00			
E 7	WGRZ	10/18/16	10/24/16	Steve Harvey 2-3p	CM	2-3p	MTWTF--	:30	3	\$50.00	P04-C	0.00	NM	3	\$150.00
				Steve Harvey											
TD JAKES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$50.00		0.00			
E 8	WGRZ	10/18/16	10/24/16	Dr. Phil 3-4p	CM	258P-4P	MTWTF--	:30	2	\$280.00	P03-F	0.00	NM	2	\$560.00
				Dr. Phil	(3:00 PM-4:00 PM)										
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						2	\$280.00		0.00			
E 9	WGRZ	10/18/16	10/24/16	Ellen 4-5p	CM	359P-5P	MTWTF--	:30	2	\$350.00	P03-F	0.00	NM	2	\$700.00
				Ellen											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						2	\$350.00		0.00			
E 10	WGRZ	10/18/16	10/24/16	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
				Local News @ 5p M-F											
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$700.00		0.00			
E 11	WGRZ	10/18/16	10/24/16	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
				Local News @ 530p M-F											
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$700.00		0.00			
E 12	WGRZ	10/18/16	10/24/16	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$980.00	P03-F	0.00	NM	3	\$2,940.00
				Local News @ 6p M-F											
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/18/16		10/24/16	MTWTF--						3	\$980.00		0.00			
E 13	WGRZ	10/22/16	10/22/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Sa	(6:00 PM-6:30 PM)										
CHANNEL 2 NEWS WEEKEND SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/23/16	-----S-						1	\$560.00		0.00			
E 14	WGRZ	10/18/16	10/24/16		CM	630-7p	MTWTF--	:30	2	\$1,125.00	P02-F	0.00	NM	2	\$2,250.00

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 Estimate: WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NBC Nightly News											
				NBC Nightly News		(6:30 PM-7:00 PM)									
				NBC NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$1,125.00		0.00				
E 15	WGRZ	10/18/16	10/24/16	ET 7-730p	CM	7-730p	MTWTF--	:30	2	\$585.00	P02-F	0.00	NM	2	\$1,170.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$585.00		0.00				
E 16	WGRZ	10/18/16	10/24/16	LN (M-Su)	CM	11-1135PM-F&SU,MTWTF--		:30	4	\$575.00	P03-F	0.00	NM	4	\$2,300.00
				Late News	(11:00 PM-11:35 PM)										
				CHANNEL 2 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			4		\$575.00		0.00				
E 17	WGRZ	10/23/16	10/23/16	Local News @ 11p Su	DEM	Post NFL News	-----S	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
				Post NFL News											
				CHANNEL 2 NEWS POST NFL UPDATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----S			1		\$400.00		0.00				
E 18	WGRZ	10/18/16	10/24/16	Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$375.00	P03-F	0.00	NM	2	\$750.00
				Tonight Show	(11:35 PM-12:35 XM)										
				TONIGHT SHOW STARRING JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$375.00		0.00				
E 19	WGRZ	10/18/16	10/24/16	Late Night	CM	1235a-137x	MTWTF--	:30	2	\$95.00	P04-C	0.00	NM	2	\$190.00
				Late Night	(12:35 XM-1:35 XM)										
				LATE NIGHT WITH SETH MEYERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--			2		\$95.00		0.00				
E 20	WGRZ	10/19/16	10/19/16	Prime Political Program	CM	Prime Political Pro	--W----	:30	1	\$2,000.00	P04-C	0.00	NM	1	\$2,000.00
				Prime Political Program											
				PRES. DEBATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	--W----			1		\$2,000.00		0.00				
E 21	WGRZ	10/21/16	10/21/16	Fri Prime A	CM	8p-9p	----F--	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
				Fri Prime A	(8:00 PM-9:00 PM)										
				CAUGHT ON CAMERA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----F--			1		\$600.00		0.00				
E 22	WGRZ	10/22/16	10/22/16	Sat Prime Other	CM	8p-11p	-----S-	:30	2	\$300.00	P04-C	0.00	NM	2	\$600.00
				Sat Prime Special	(8:30 PM-11:00 PM)										
				DATELINE SATURDAY MYSTERY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----S-			2		\$300.00		0.00				
E 23	WGRZ	10/23/16	10/23/16	NFL Su FB Night in Ame	CM	Sunday	-----S	:30	1	\$775.00	P03-F	0.00	NM	1	\$775.00
				Football Night in America											
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----S			1		\$775.00		0.00				
E 24	WGRZ	10/23/16	10/23/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$2,275.00	P03-F	0.00	NM	1	\$2,275.00
				NFL Regular Season	(8:30 PM-11:00 PM)										
				NFL - SEATTLE VS ARIZONA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-----S			1		\$2,275.00		0.00				
E 25	WGRZ	10/21/16	10/21/16	Fri Prime A	CM	8p-9p	----F--	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
				Fri Prime A	(8:00 PM-9:00 PM)										
				CAUGHT ON CAMERA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----F--			1		\$600.00		0.00				
E 26	WGRZ	10/21/16	10/21/16		CM	8p-11p	----F--	:30	1	\$1,000.00	P04-C	0.00	NM	1	\$1,000.00

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 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime Other											
				Fri Prime Special		(9:00 PM-11:00 PM)									
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	----F--			1		\$1,000.00		0.00				
E 27	WGRZ	10/18/16	10/21/16	Late Night	CM	1235a-137x	-TWTF--	:30	3	\$135.00	P04-C	0.00	NM	3	\$405.00
				Late Night		(12:35 XM-1:35 XM)									
LATE NIGHT WITH SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/16	10/23/16	-TWTF--			3		\$135.00		0.00				
													Totals	57	\$30,095.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WGR2, Buffalo, NY</u>	Date: <u>10-17-2016</u>
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I, MARK GUMA,being/on behalf of: JOHN CERETTO, a legallyqualified candidate of the DEMOCRATIC politicalparty for the office of: STATE ASSEMBLYin the GENERALelection to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	Ordered			

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF JOHN CERETTO

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

~~THOMAS~~ THOMAS DEAL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/29/16
Date

Mark G.
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title